

CARLSBAD CITY LIBRARY BOARD OF TRUSTEES MEETING

Wednesday, November 19, 2014

4:00 P.M.

Library Board Room –Carlsbad City Library – 1775 Dove Lane, Carlsbad CA

NOTICE TO THE PUBLIC:

All persons requiring assistance or auxiliary aids in order to effectively participate may contact the library at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT: In conformance with the Brown Act, no Board discussion or action can occur on items presented during public comment.

The Library Board of Trustees Meetings are generally adjourned by 5:30 pm – any items remaining on the agenda at that time may be carried over to the next meeting with the approval of the majority of the Board.

- 1. Call to order**
- 2. Roll call**
- 3. Approval of the minutes of the meeting held October 29, 2014.**
- 4. Library Reports**
- 5. Quarterly Technology Report**
- 6. Capital Improvement Program Projects update**
- 7. State Library Reports**
- 8. Director's report**
- 9. Foundation report**
- 10. Friends of the Library report**
- 11. Genealogical Society report**
- 12. Library Board comments/announcements**
- 13. Public comment**
- 14. Adjournment**

MINUTES

MEETING OF: LIBRARY BOARD OF TRUSTEES
DATE OF MEETING: Wednesday, Oct. 29, 2014
PLACE OF MEETING: Georgina Cole Library Community Room
1250 Carlsbad Village Drive, Carlsbad CA

CALL TO ORDER:

Chair Hulsart called the meeting to order at 4:00 p.m.

ROLL CALL:

Present: Library Board Trustees Benson, Bradley, Hulsart and Parsons

Absent: Trustee Hinman

Staff Present: Heather Pizzuto, Library & Cultural Arts Director
Suzanne Smithson, Deputy Library Director
Glynn Birdwell, Principal Librarian
Steve Didier, Library & Cultural Arts Senior Management Analyst
Keith Gemmell, Library Programs & Venues Coordinator
Marg Kealy, Board Liaison for NSDC Genealogical Society

Presenters: Jonathan Hartman, Group 4 Architecture
Andrea Gifford, Group 4 Architecture
Eric Barch, Group 4 Architecture

APPROVAL OF MINUTES:

By proper motion (Bradley/Hulsart) and vote the minutes of the Sept. 17, 2014 regular meeting of the Library Board of Trustees were approved as submitted.

LIBRARY REPORTS:

The board discussed the report and commented on the literacy program, library volunteers and staff training relating to preparation for the library remodel project.

CIP PROJECTS UPDATE:

Jonathan Hartman and Andrea Gifford from Group 4 Architecture (G4) presented an update on the library redesigns including draft schematic drawings illustrating general furniture and shelving placement for both the Cole and Dove Libraries. They reviewed the key design elements including the agreed placement of the Friends of the Library bookstore.

Sr. Management Analyst Steve Didier reviewed the timeline for final design and announced that Library Board participation as well as community input will be sought through teen charrettes, kiosks, sample furniture sit-ins, etc. in the upcoming months. He also requested that one member of the board be designated for the interiors sub-committee to advise on finishes and furniture. Trustee Parsons expressed interest in being on the sub-committee.

The architects and staff then answered a number of questions from the board about specifics regarding the expected timeline, impact on the Cannon Art Gallery, signage and way-finding, assistive technology for patrons with disabilities and ADA compliance.

DIRECTOR'S REPORT:

Library & Cultural Arts Director Pizzuto brought the board up to date on the following:

Staffing/Recruiting updates-

The top candidate for the deputy library director position has been identified and human resources is in the final stage of background check; a formal announcement is anticipated soon. Debbie Jo McCool has accepted the position of associate analyst. Debbie Jo has been working as the administrative secretary in Parks & Recreation. Cataloging and Technical Services Librarian Kim Tubbs-Nelson started this week and library assistant interviews are being conducted this week.

Training/Development-

Staff development day occurred on Tuesday, Oct. 21 with 170 employees in attendance. Catherine Hakala-Ausperk was the keynote speaker and City Manager Steve Sarkozy also addressed the staff. The focus was on adapting and flourishing during change.

Technology-

The city website was successfully launched. Lori Bowen Ayre was on-site in October to assess the library's current RFID technology and is finalizing her recommendations for next generation RFID application. The Columbus Day upgrade of the Integrated Library System SirsiDynix went well. A "Letter of Agency" has been submitted, allowing the library to take advantage of discounted telecommunications services through the statewide broadband consortium called CENIC.

Outreach and Events-

As part of a pilot program, Dove Library is serving as both a mail-in ballot drop-off and polling place. For seven days prior to Election Day, anyone may drop off ballots.

The Boards & Commissions Dinner is Nov. 13, 2014.

FOUNDATION REPORT:

Trustee Hulsart reported that the most recent meeting was primarily concerned with financial management of funds controlled by the foundation.

Trustee Hulsart reported that the Cultural Arts Manager, Vincent Kitch gave an update to the foundation about the events and public art in the city in the previous year. Trustee Hulsart shared a *Foreign Film Friday* rack card with the other trustees.

FRIENDS OF THE LIBRARY REPORT:

An event is scheduled on Monday, Nov. 3, 2014 celebrating the 15th anniversary of the Friends' bookstore opening of the Dove Library.

The Better Book Sale will be on Dec. 10, 2014.

NSDC GENEALOGICAL SOCIETY:

Board Liaison Marg Kealy provided highlights of the programs and meeting in Oct. and information on upcoming events. The holiday event this year will be Dec. 9, 2014. It is "Christmas Traditions of our Ancestors." Gene Hibbon will be the speaker and will share traditions and music from different cultures. It will be held at the Green Dragon Tavern & Museum and the cost is \$25. Ms. Kealy has accepted the presidency of the Genealogical Society and will be resigning the responsibilities of Library Board liaison.

LIBRARY BOARD COMMENTS/ANNOUNCEMENTS:

By proper motion (Hulsart/Benson) and vote Trustee Parsons was designated as the board representative on the interiors sub-committee for the Library redesign projects.

Sr. Management Analyst Steve Didier invited teens in attendance to participate in the upcoming design workshops.

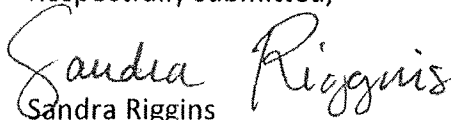
PUBLIC COMMENTS:

None

ADJOURNEMENT:

By proper motion (Parsons, Bradley) and vote the meeting was adjourned at 5:15 p.m.

Respectfully submitted,


Sandra Riggins
Senior Office Specialist

**Monthly LIBRARY Reports
for
OCTOBER 2014**

Systemwide ...

1. The Dove and Cole remodel projects continued to make great progress on the final design through 2 two-day workshop visits from our architectural firm, Group4, during October.
2. Nearly 170 Library & Cultural Arts staff came together for an annual in-service training on Thursday, Oct. 21. This year's topic was "The New Normal: Perspectives on Change." Catherine Hakala-Ausperk, Executive Director of the Northeast Ohio Regional Library System, presented many tools for tackling change with innovation. Staff heard updates on the redesign projects, as well remarks from City Manager Steve Sarkozy on change and innovation. The libraries were closed until 2:00 p.m. to allow staff to attend.
3. The Integrated Library System was successfully upgraded on Monday, Oct. 13. Benefits of the upgrade include better data on use of the library's eResearch databases, email transaction receipts, improved in transit integration for the conveyor system, and deeper integration with RFID solutions for tracking library collection materials.
4. In-N-Out's Cover to Cover annual reading club launched. This is Carlsbad City Library's 17th year partnering with In-N-Out in which children between the ages of 4 and 12 earn In-N-Out treats simply by reading. Children may participate at any of the three library sites. The program runs through Saturday, Nov. 15.

CCL, Dove Lane ...

5. Nathan McEuen, and special guest Jesse Olema on the fiddle, rocked the library with their Americana music concert on Sunday, Oct. 19. Nathan has played over 2,000 live performances and has opened, performed and worked with dozens of big name artists including Carrie Underwood, Brad Paisley and Willie Nelson.
6. The Carlsbad Playreaders presented their production of "Good People" to another sell out performance to 215 people in the Dove Library's Schulman Auditorium on Oct. 27. This event marks the fifth sell out performance for the playreaders this year.
7. The Carlsbad High School Film Academy partnered with the library to present a series of historical movies. Fall films focused on World History, this year featuring interpretations of World War I to invite analysis on differences according to the era of the film. Films included, All Quiet on the Western Front (1930), Sergeant York (1941), and Paths of Glory (1957).

8. Teens at Dove enjoyed several activities this month. Teen Read Week took place Oct. 12 – 18 and twelve teens submitted book reviews and received chocolate bars in return. Thirteen teens enjoyed pizza and watching “The Lord of the Rings: The Fellowship of the Ring” on Oct. 16. For Halloween, sixteen teens attended a pumpkin carving program on Oct. 27 with excellent, imaginative creations.
9. October’s children’s programs highlights include two “Paws to Read” sessions attracting over 70 children and adults. Children practiced their reading skills by reading stories to visiting trained therapy dogs and had fun, too. Charles Johnson presented his “Slightly Spooky Stories” to an appreciative audience of 28 children and adults.

Georgina Cole ...

10. On Saturday, Oct. 11, more than 70 people attended an author talk with writer, broadcaster and speaker Dr. Richard Lederer as he offered a morning of linguistics fun and a glimpse into his new book “Monsters Unchained!”. Dr. Lederer has written over 30 books on language, history and humor and is known for his KPBS show “A Way with Words” and weekly U-T Column “Lederer on Language.
11. Author of multiple publications, Brandon Cesmat led an engaging workshop on how to write “stuff poetry” on Sunday, Oct. 26. He teaches literature and writing at California State University San Marcos and for California Poets in the Schools.
12. As part of Fire Prevention Month, firefighters from the Carlsbad Fire Department shared safety tips with 55 children in grades K-5 and their caregivers on Tuesday, Oct. 7. The firefighters demonstrated the fire safety gear they wear so children would not be afraid if they ever encountered a fully-suited firefighter. They also read firefighter stories and gave a tour of a fire engine and its equipment and children received their own fire helmets.
13. Children’s author and illustrator Janell Cannon returned to the Cole Library on Oct. 14 with a program entitled “Go Batty with Janell Cannon.” Over 100 children and their families listened to Janell read her first children’s book, *Stellaluna*, written while she was still working at the Carlsbad City Library. She talked to the children about fruit bats and what inspired her to write a book about them. The 3D bat craft offered at the program stemmed from a craft that Janell created when she worked at the library 25 years ago. Janell brought fresh slices of mango—a fruit bat delicacy—as a special treat for the kids.
14. Teen programs in October included a viewing of *The Fault in our Stars* based upon the bestselling novel by the same name with 41 teens attending the movie. “Teen Halloween Bash” was held the evening of Oct. 30, attracting 27 teens for an evening of spooky fun activities.
15. On Oct. 21, nearly 100 children with their families participated in a special program for children in grades K-5 to learn about the traditional holiday, *Dia de los Muertos* (Day of the Dead) through stories, making sugar skulls and Mexican tissue paper flowers.

Learning Center ...

16. The Osher Institute class entitled From Cave Paintings to Cathedrals continues. The Manhattan Project ended and Oct. 17. A new class, A Retrospective of the Cold War, will run until Nov. 14.
17. October programs for children and their families included a Fiesta of Folktales program on Oct. 9 with 25 children and adults hearing stories from New Mexico, Mexico and Central America.
18. Learning Center patrons celebrated and learned about the traditional holiday, Dia de los Muertos on two occasions: teens learned how to prepare altars that honor loved ones on Oct. 23 and families made their own sugar skulls on Oct. 30.

Outreach and community connections...

19. Sr. Librarian Leila Dooley served as a liaison with Registrar of Voters staff for a pilot mail-ballot drop-off program that ran from Oct.27 through Nov. 3. She also assisted the Registrar of Voters staff with planning for a polling location in the library for the election on Nov. 4.
20. Lead Librarian Erin Zocco instructed 345 Calavera Middle School 6th and 7th graders on how to research databases to help with their assignments on Oct. 14, 15, and 16.
21. Sr. Librarian Barbara Chung participated in the Olivenhain Pioneer Community Read-In Oct. 3.
22. Library tours were provided to
 - two classes of first graders from St. Patrick's Catholic School on Oct. 2
 - a 5th/6th grade combo class from Rancho Encinitas Academy on Oct. 6
 - a first grade class from La Costa Meadows on Oct. 27
 - K – 5th Grade students from the Montessori School of Oceanside on Oct. 27
 - preschool students from the Montessori School of Oceanside on Oct. 28
23. A group from San Dieguito United Methodist Church visited the Dove Children's area on Sunday, Oct. 19, to do a massive book cleaning and general tidying effort before the library opened at 1:00 p.m.
24. Community Outreach Coordinator Lizeth Simonson participated in the Youth Enrichment Services (Y.E.S.) meeting at the Harding Community Center where Dr. Suzette Lovely, the Carlsbad Unified School District Superintendent, gave a presentation on the progress and achievements of the Carlsbad schools.

LIBRARY BOARD STATISTICS

October 2014

Reference, Circulation, Visitors

Reference Questions		Oct-13	Sep-14	Oct-14
1	Dove Library	11,973	12,236	12,095
2	Cole Library	11,563	10,604	10,633
3	Library Learning Center	1,693	933	837
4	Total	25,229	23,773	23,565
Circulation		Oct-13	Sep-14	Oct-14
5	Dove Library	74,743	67,792	68,173
6	Cole Library	38,163	34,971	35,616
7	Library Learning Center	1,272	1,282	1,631
8	eAudiobook Downloads	567	931	938
9	eBook Downloads	2,271	3,085	2,911
10	eMagazine Downloads ²	0	552	660
11	Total	117,016	108,613	109,929
People Count		Oct-13	Sep-14	Oct-14
12	Dove Library	34,011	36,708	37,550
13	Cole Library	27,398	27,235	26,460
14	Library Learning Center	5,668	5,604	5,893
15	Total	67,077	69,547	69,903

Programs and Technology

Library-Sponsored Programs		Oct-13	Sep-14	Oct-14
16	Pre-School Programs	75	77	62
17	Attendance	3,493	3,323	3,748
18	School Aged Children's Programs	34	33	32
19	Attendance	999	697	856
20	Young Adult Programs	8	5	7
21	Attendance	108	104	128
22	Adult Programs	40	45	50
23	Attendance	953	990	1,303
Technology Usage ¹		Oct-13	Sep-14	Oct-14
24	Computer Use	11,677	10,956	10,688
25	Webpage Views ³	41,547	58,665	-
26	Database Usage	8,844	6,820	7,777
Facility Meeting Room Use		Oct-13	Sep-14	Oct-14
27	Events	96	87	99
28	Attendance	4,523	3,723	5,451
Volunteer Hours		Oct-13	Sep-14	Oct-14
29	Total Hours	1,806	1,531	1,578

1. Change in Google Analytics reporting December 2013

2. Zinio downloadable magazines launched August 2014

3. Analytics error with the new website launch - October 2014 no figures available



Carlsbad City Library - Technology Report **July - September 2014**

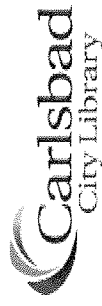
PC Management Sessions

Quarterly Comparison					Year Comparison		
Location	Total Computers	Apr-Jun 2014	Jul-Sep 2014	Change	Jul-Sep 2013	Jul-Sep 2014	Change
Dove Adult Lab	20	5,309	5,633	6%	7,054	5,633	-20%
Dove Express	2	1,134	1,157	2%	1,582	1,157	-27%
Dove Walk-up	15	8,815	9,774	11%	8,936	9,774	9%
Dove Children's	7	707	637	-10%	667	637	-4%
Cole Adult	14	8,289	8,704	5%	9,530	8,704	-9%
Cole Express	1	919	934	2%	1,282	934	-27%
Cole Children's	8	1,251	1,328	6%	1,600	1,328	-17%
Learning Center Children's Lab	7	792	1,146	45%	1,022	1,146	12%
Learning Center Adult Lab	7	1,284	1,335	4%	1,182	1,335	13%
Total	81	28,500	30,648	8%	32,855	30,648	-7%

Wireless User Sessions

Quarterly Comparison						
Location	Apr-Jun 2014	Jul-Sep 2014	Change	Year Comparison		
Dove	11,246	12,915	15%	Jul-Sep 2013	Jul-Sep 2014	Change
Cole	7,091	8,000	13%	13,279	12,915	-3%
Library Learning Center	1,210	1,267	5%	8,349	8,000	-4%
Total	19,547	22,182	13%	1,178	1,267	8%
				22,806	22,182	-3%

*Year comparison shows decline due to suspected under-reporting beginning April 2014.



Carlsbad City Library - Technology Report July - September 2014

Combined Wireless and Wired Internet Sessions

Quarterly Comparison			Year Comparison	
Location	Apr-Jun 2014	Jul-Sep 2014	Change	
All Library Locations	48,047	52,830	10%	Change
			55,661	-5%

*Year comparison shows decline due to suspected wireless under-reporting beginning April 2014.

Early Literacy Stations - User Sessions

Quarterly Comparison				Year Comparison	
Location	Total Computers	Apr-Jun 2014	Jul-Sep 2014	Change	
Dove	4	1,145	1,300	14%	Change
Cole	1	404	438	8%	-6%
Library Learning Center	2	320	387	21%	0%
Total	7	1,869	2,125	14%	59%
				2,058	3%

Self-Check vs Staffed User Sessions

Quarterly Comparison				Year Comparison		
Apr-Jun 2014		Jul-Sep 2014		Jul-Sep 2013		Jul-Sep 2014
Self-Check	Staffed Station	Self-Check	Staffed Station	Self-Check	Staffed Station	Change
61%	39%	61%	39%	61%	39%	0%

Self-Check vs Staffed Item Transactions

Quarterly Comparison				Year Comparison		
Apr-Jun 2014		Jul-Sep 2014		Jul-Sep 2013		Jul-Sep 2014
Self-Check	Staffed Station	Self-Check	Staffed Station	Self-Check	Staffed Station	Change
58%	42%	59%	41%	57%	43%	2%